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## **March Highlights**

## Social Media Strategy

- Promoted Page Likes and Post Engagement through Organic Posts and Paid Ads strategy on social media.
- Created Texas Tea recipe video.
- Created "Texas Tell Me Challenge" graphic to encourage engagement and tags.
- Boosted "Whisky Wednesday", influencer, reviews, Texas Tea video, and whisky food recipe posts.
- Primarily boosted Texas Tea video, and highest engagement Texas-themed posts.
- Optimized posting schedule, utilizing highest times of engagement per analytics.

## **Digital Takeaways**

## • Facebook:

- Post Comments increased by 17%.
- Total Reach is over 22k!
- Page Followers consistently remain over 37k.
- Post Likes were 735.

## Instagram:

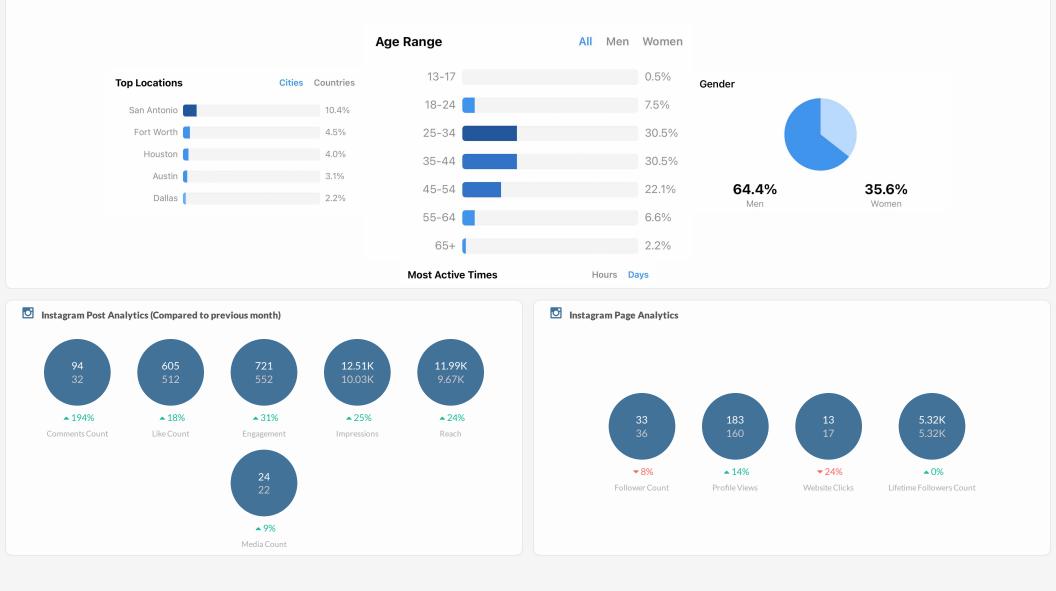
- Follower Count increased by 32.
- Post Comments increased substantially by 194%!
- Post Likes were 571.
- Post Engagement increased by 24%!
- Had the highest rates of engagement for Texas-themed posts.

# You Squared Media April Plan

- Push page-likes increase focused posts, and questions to increase comments and engagement.
- $\cdot\,$  Create and promote recipe videos on social media to increase site traffic.
- Encourage more fan-created content, and repost.
- $\cdot\,$  Repost more influencer and fan content.
- Create "Light and Refreshing Spring Cocktails", and "Should You Add Ice to your Whisky" blogs, and publish to syndicate networks.



#### Instagram Demographics





#### **Top Organic Instagram Post**

texascrownclub		Post Ins	sights		Discovery (i)		
Welcome to Texas	♥ 107	<b>6</b> 56	<b>7</b> 3	3	2,681 Accounts reached 65% weren't following texascrownclub		
Texas	7 Profile Vi	sits	2,6 Rea		Follows	N/A	
	Interactions (	ì			Reach	2,681	
DRIVE FRIENDLY - THE TEXAS WAY		_			Impressions	2,751	
THENDLY - THE TEXAS WAY		/			From Hashtags	1,642	
		Actions taken fr	rom this post		From Home	932	
#tellmechallenge Crown	Profile Visits			7	From Explore	150	
WHISKY WHISKY					From Other	27	

#### **Facebook Best Days to Post**





Posts Count



Comments

Shares

Clicks

Total Reach

Like

Impressions



### SOCIAL MEDIA - ORGANIC - PAGE 4

Top Organic Facebook Post

		Perfo	rmance for Your Post	
Texas Crown Clu Warch 3 · 🌣	b Whisky	2,563	B People Reached	
	in' last stand. Check out our ori et more Texas than this 😇	ginal recipe for <b>127</b> R	eactions, Comments & Shares	i
	e: https://buff.ly/2ZBdTty vantedwhisky #whiskywednesd	ay 88	<b>81</b> On Post	<b>7</b> On Shares
		3 O Love	2 On Post	<b>1</b> On Shares
1000	The Alamo	8 😂 Haha	8 On Post	<b>O</b> On Shares
	Texas Crown Club Whisky	1 Wow	<b>O</b> On Post	<b>1</b> On Shares
	opo Chico les hot sauce	4 Commer	nts On Post	<b>2</b> On Shares
Yell ou	nto rocks glass and stir. t "Remember the Alamo!"	23 Shares	23 On Post	<b>0</b> On Shares
for full	Texas effect.	<b>43</b> Pos	st Clicks	
	THE REAL OF	Texas 15 Crown Photo Vi	iews Link Clicks (i	24 Other Clicks <i>i</i>
		WHISKY NEGATIV	/E FEEDBACK	
	and the second se	1 Hide P		e All Posts
2,563	170	0 Repor	t as Spam <b>0</b> Unli	ike Page
People Reached	Engagements	Reported	d stats may be delayed from w	hat appears on posts
Boosted on Mar 8, 2021 By Fariba Arabghani	Completed			
	Post Engagement <b>294</b>			
People 1.7K	View Results			
	view Results			
		nments 23 Shares		



#### Social Media Posts

03/31/2021 2:50 PM	We're missing the rodeo y'all! 😂 So we made		0	75		0 2		Boost Post	03/15/2021 12:00 PM	The most interesting man drinking the most		0	883	L	3 18		🖒 View Promotion
03/30/2021 11:50 AM	It's bluebonnet season, y'all! And it's a universally		0	819	L	1 32		View Promotion	03/12/2021 12:00 PM	"Perfectly smooth and light, yet still quite rich.	6	0	263	I	0 8		Boost Post
03/29/2021 12:45 PM	Most Wanted Whisky meets sophistication and	6	0	122		0 3		View Promotion	03/11/2021 12:01 PM	Boots off, sittin' in the grass, and a glass of	6	0	1.6K		41 71		C View Promotion
03/27/2021 11:50 AM	Whisky + Basketball = a match made in heaven	6	0	124		0 3		Boost Post	03/10/2021 12:00 PM	It's almost St. Patty's Day! # This Whisky	6	Ø	896	1	8 51		C View Promotion
03/26/2021 11:50 AM	Cheers to our fans!		0	731	1	5 83		C View Promotion	03/09/2021 4:50 PM	Texas Tuesday Trivia time! time! We all know Dr.	6	Ø	1.4K		50 76		C View Promotion
03/25/2021 12:15 PM	Whisky and wings?! YES PLEASE . Try this	6	0	115		0 7	l	Boost Post	03/08/2021 2:16 PM	Happy International Women's Day! & Whisky	6	0	239	T	0		Boost Post
03/24/2021 2:09 PM	For a taste as big as Texas, try making this		Ø	2.5K		109 143		View Promotion	03/06/2021	Got that whisky state of	6	0	1.5K		3	Г	C View Promotion
03/23/2021 3:15 PM	It's Texas Trivia Tuesday!	6	Ø	1.4K		21 151		C View Promotion	12:00 PM	mind 🔲 Ahaleybufkin We				-	37		O VIEW PTOMOLION
03/20/2021 4:50 PM	Tell us you're from Texas without telling us!	6	0	6.2K		56 49		C View Promotion	4:50 PM	reviewing us on Drizly!		0	291		1 7		Boost Post
03/19/2021 12:01 PM	"I have been on this Texas Crown for some time now,	6	0	253	1	3 8	l.	Boost Post	03/04/2021 4:50 PM	We're proud of our Texan- owned whisky, and only	6	0	199	I	0 8	I	Boost Post
03/18/2021 12:00 PM	What's your favorite: whisky neat or whisky on	6	0	813	1	8 53		C View Promotion	03/03/2021 5:30 PM	This is gone be one heckin' last stand. Check	6	0	2.6K		43 127		C View Promotion
03/17/2021 12:00 PM	Happy St. Patty's Day and Whisky Wednesday!	6	0	309	1	1 7		Boost Post	03/02/2021 2:40 PM	Happy Texas Independence Day! 🍲	6	0	336	1	1 20		Boost Post
03/16/2021 12:00 PM	It's Texas Trivia Tuesday! Pour yourself a glass of	6	0	909	1	13 35		C View Promotion	03/01/2021 12:00 PM	New to whisky? Check out our NEW blog The	6	Ø	495	1	2 12		Boost Post



Top Paid Ad

			Performance	for Your Post	
Texas Crown Club March 20 · 🌣	Whisky	***	6,248 People R	eached	
Tell us you're from Texas v Here's ours: "It's a 3 hour			49 Likes, Comme	nts & Shares $i$	
Pour yourself a glass of Te the comments below! #texascrownclub #mostwa			<b>40</b> Likes	40 On Post	<b>0</b> On Shares
Wo		1	9 Comments	9 On Post	<b>O</b> On Shares
- e	lcome to Texas	the for	0 Shares	0 On Post	<b>O</b> On Shares
			56 Post Clicks		55
		and the second sec	1	0	55
DRIVE F		SAP.	Photo Views	Link Clicks i	Other Clicks (i)
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A STREET AND A DESCRIPTION OF A DESCRIPR		Te Crown	Photo Views NEGATIVE FEEDBAC O Hide Post O Report as Spam	Link Clicks i K O Hide	Other Clicks i All Posts e Page
#te	105	Crown Willsky Boost Again	Photo Views NEGATIVE FEEDBAC O Hide Post O Report as Spam	Link Clicks () K O Hide O Unlik	Other Clicks i All Posts e Page
#tel 6,248 People Reached Boosted on Mar 22, 2021	105 Engagements	Crown Willsky Boost Again	Photo Views NEGATIVE FEEDBAC O Hide Post O Report as Spam	Link Clicks () K O Hide O Unlik	Other Clicks i All Posts e Page
#tel 6,248 People Reached Boosted on Mar 22, 2021 By Fariba Arabghani	105 Engagements Completed	De Crows Willsky Boost Again	Photo Views NEGATIVE FEEDBAC O Hide Post O Report as Spam	Link Clicks () K O Hide O Unlik	Other Clicks i All Posts e Page
#tel 6,248 People Reached Boosted on Mar 22, 2021 By Fariba Arabghani	105 Engagements Completed Post Engagement 858	De Crows Willsky Boost Again	Photo Views NEGATIVE FEEDBAC O Hide Post O Report as Spam	Link Clicks () K O Hide O Unlik	Other Clicks i All Posts e Page

### **f**<sub>Ads</sub> Ads Analytics (Paid)

Campaign	Start Date 🔒	Total Ad Reach	Impressions	Post Engagement	Clicks	Post Comments	Post Shares	Page Likes	СРС
Post: "An apple a day covered in whisky caramel sure"	2021-02-25	118	121	4	5	0	0	0	\$0.19
Post: "Got that whisky state of mind $\square$ "	2021-03-09	1,341	1,355	237	22	0	1	0	\$0.68
Post: "This is gone be one heckin' last stand. Check out"	2021-03-09	1,779	1,822	294	104	2	20	0	\$0.14
Post: "Texas Tuesday Trivia time! 🛛 We all know Dr"	2021-03-10	1,606	1,721	100	108	9	5	0	\$0.23
Post: "Boots off, sittin' in the grass, and a glass of"	2021-03-11	1,404	1,429	258	98	1	1	1	\$0.15
Post: "It's almost St. Patty's Day! [] This Whisky"	2021-03-11	585	591	194	34	1	7	0	\$0.44
Post: "It's Texas Trivia Tuesday! Pour yourself a glass"	2021-03-16	714	726	174	41	1	2	0	\$0.61
Post: "The most interesting man drinking the most"	2021-03-16	695	704	107	11	0	0	0	\$1.36
Post: "What's your favorite: whisky neat or whisky on"	2021-03-18	705	714	146	44	3	0	0	\$0.34
Post: "Tell us you're from Texas without telling us! []"	2021-03-22	6,581	6,608	858	65	29	2	0	\$0.62
Post: "It's Texas Trivia Tuesday! [] What is the official"	2021-03-23	1,284	1,362	134	153	1	4	0	\$0.07
Post: "For a taste as big as Texas, try making this"	2021-03-25	2,157	2,312	1,207	88	0	24	0	\$0.17
Post: "Cheers to our fans! 🗌 Pour yourself a glass of"	2021-03-26	705	749	78	77	2	0	0	\$0.19
Post: "For a taste as big as Texas, try making this"	2021-03-30	575	630	408	58	1	16	0	\$0.12
Post: "It's bluebonnet season, y'all! And it's a"	2021-03-30	466	471	85	15	0	0	0	\$0.40
Total Ø		20,715	21,315	4,284	923	50	82	1	\$0.25

Crown whisky

Content Syndication: Blog #1

Mar Blog #1				Mar B
The Whisky Glass Guide: What to	2. The Glencalm Gless:		5. The Softer:	How-
Choose and Why Choose and Why and the second seco	The elements are as a control to the set of the interface of the set of the set of the set of the elements of the set of the set of the set of the elements of the set of the set of the elements of the set of the set of the set of the		These shelps deplace and uses in single of the state of t	
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raivent trait as become more protectional or nubecture depending on your wristly galax. We tested each wristly galax with Tesos Coore Cala Whidly, Here's a list of the most common types of whidly galaxies, and where to choose them:	most popular whitey gains. If you or your quests are going to enjoy whicky in different ways, make it easy for		The Natural/Engineered Aroma Toohnology (ISEX) which galaxies was the meanual of a harpy cached than galaxies blowing	It's a fam an and social a We book th
1. The Hulp Gauss	everyone and go with a notes glass they your while you glass of the working. 4. The Highded Class: Stepped like a salar rocks glass, this whiley glass is particle for coclassilia because you have clearly of ports for coclassilia diadionsi		Sourcy 1: The spread to a spread of watching The surgitable and the share by benefit of the sources the surgitable and the share by benefit of the sources the legislation of the sources and the strength of the sources and the strength of the sources and the sources of the sources and the sources	and open 1. Start W
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### Blog #2

ow-to Host a Whisky and Cigar Party

2. Choose New Cigar



meet? Do they like it? Write it all down?

3. Provide Notebooks and Pens -- It's Educational, After Al







Content Syndication: Blog #2



Content Syndicate	Link
medium.com	https://texascrownclub.medium.com/how-to-host-a-whisky-and-cigar-party-e5f861fe6c4f
mix.com	https://mix.com/!OJWj6UAe:how-to-host-a-whisky-and-cigar-party? utm_source=copy&utm_medium=web&utm_campaign=article_profile&utm_term=button
tumblr.com	https://texascrownclub.tumblr.com/post/647101801032712192/how-to-host-a-whisky-and-cigar-party
minds.com	https://www.minds.com/newsfeed/1223681129702510592?referrer=texascrownclub
plurk.com	https://www.plurk.com/p/oajccv
pearltrees.com	https://www.pearltrees.com/texascrownclub#item355603086

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